

*Draft Until Approved*  
**Oceano/Nipomo Local Fund Advisory Board**  
**Minutes**

February 28, 2013 – State Parks-Oceano Dunes District Office Conference Room

**Board Members Present:**

Linda Austin, Ocean West, Inc.  
Dena Bellman, Oceano Dunes State Park  
Joe Aguilar, Pacific Plaza Resort  
Kevin Beauchamp, Kaleidoscope Inn

**Others Present:**

Nikki Schmidt, SLO County Liaison  
Stephanie Rowe, Admin

**Absent:**

**CBID (CAO):** Cheryl Cuming

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1. **Call to Order:** by Chair Linda Austin at 5:01 pm.
  2. **Public Comment:** None
  3. **Consent Items:** The 11/20/12 minutes were approved for review and approval. Kevin Beauchamp noted that the meeting on January 15, 2013 did not occur as written in the minutes. A motion was made by Dena Bellman, and seconded by Joe Aguilar. With no further discussion, the 11/20 minutes were approved by a unanimous voice vote of the local Advisory Board.
  4. **CBID Update and Financials:**
    - a. Cheryl gave an update on the CBID Stat Summary. There has been an increase in website traffic of 70% year over year of unique visitors in January. There was an increase from 19% to 23% for Stay page views. Facebook and eblast fans have leveled off but is not a concern. TOT for California year to date is 9.6%; Oceano/Nipomo is up 12 % year over year for collections. There are over 100 local projects approved totaling \$679,459. The VCB launched a new brand Visit San Luis Obispo County. The Stewardship Traveler Program was mentioned in the US Airways magazine editorial and the new landing page will be launched on March 1 with the first 14 activities listed.
  5. **Budget Update:** Stephanie confirmed that the fund total is \$24,594.14 and after anticipated applications and expenses the total is \$16,582.99.
  6. **Presentation(s):**
    - a. **Cheryl Cuming, VCB Countrywide Research Results:** Cheryl noted that the report had some good information for lodging properties and Stephanie would forward to the board.
  7. **Committee Reports:**
    - a. Marketing – Linda Austin & Dena Bellman: None
    - b. Stewardship Traveler Program – Kevin Beauchamp: Kevin has been speaking to local people in Nipomo about the Stewardship Traveler Program. They have given him the following potential areas for STP activities: Dana Adobe, Guadalupe/Nipomo Dunes Center, the Land Conservancy, the Old Town Nipomo Creek clean-up, and the Native Garden.
  8. **Action/Discussion Items:**
    - a. **Final Rack Card Design Changes:** Dena confirmed that the changes were completed and she will send the final pdf to Stephanie for distribution.
    - b. **Board Terms and Board Acceptance of Renewal Letters:**
      1. A motion was made by Linda Austin, and seconded by Kevin Beauchamp, to accept Dena Bellman's board renewal for another term through January 31, 2017. With no further discussion, the board renewal was accepted by unanimous voice vote of the local Advisory Board.



**2. A motion was made by Kevin Beauchamp, and seconded by Linda Austin, to accept Joe Aguilar's board renewal for another term through January 31, 2017. With no further discussion, the board renewal was accepted by unanimous voice vote of the local Advisory Board.**

- c. **Weather Station / Web Cam Location and Monthly Maintenance Funding Approvals:** Cheryl noted that the CBID has already approved equipment funding for the weather station and web cam and the Oceano/Nipomo Board needed to decide whether to pay the monthly maintenance fee of \$340 per month with a one year commitment. After much discussion, the Board decided not to move forward on this project.
- d. **Sunset Savor Adventure Tour Opportunities and Funding Approval:** Cheryl gave an overview of the Savor Adventure Tour Opportunities for 2013. Savor is offering Adventure Tours to the local fund boards. It is an opportunity to provide a unique experience for Main ticket holders. There is currently not an adventure tour on the calendar for Oceano/Nipomo but the Board can suggest an idea. Investment suggestions per Local Board are between \$1,700 - \$3,000. The Board decided not to proceed with an adventure tour promoted through Savor but to potentially coordinate an adventure tour on their own.
- e. **Local Fund Board Name:** The Board discussed various names to make it easier to understand what the Board represents. **A motion was made by Kevin Beauchamp, and seconded by Linda Austin, to name the Board the Oceano/Nipomo Tourism Board to better represent what the Board does. With no further discussion, the new name was accepted by unanimous voice vote of the local Advisory Board.**

**9. Future Agenda Items/New Business:**

- a. Dana Adobe Amigos Funding Request
- b. Rudy Stowell, Visitor Center & 101 Signage Funding Request
- c. Pier Avenue Signage Land Use Information
- d. Destination Page Optimization
- e. Savor the Central Coast Pavilion Booth
- f. Local Savor Adventure Tour Package
- g. Stewardship Traveler Program, Di Strachan
- h. US Airways Editorial Re-print Cost Review
- i. Blue Grass Festival Concept – invite Jacqueline Delaney

**10. Next Local Fund Advisory Committee Meeting: There will be no meeting in December.**

Date: April 23, 2013  
Time: 5:00 pm – 6:30 pm  
Location: State Parks-Oceano Dunes District Office Conference Room (Upstairs)

**11. Adjournment:** The meeting was adjourned at 6:18 p.m.